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That which is claimed is:

1.   In a human subject in need of treatment with a therapeutic compound
for an EGFR-expressing solid tumor, a method to assess whether the subject is likely
to exhibit a favorable clinical response to said treatment, comprising:

      (a)   determining the pre-treatment level of pERK in said tumor;

      (b)   administering a therapeutically effective amount of an agent
selected from an EGFR inhibitor, an erbB2 inhibitor, and a dual EGFR/erbB2
inhibitor; and

      (c)determining the level of pERK in said tumor after an initial period
of treatment with said therapeutic agent,

where a decrease in the pERK level indicates said subject is more likely to exhibit a
favorable clinical response to treatment with said therapeutic agent, compared to a
subject with no change or an increase in pERK levels.

2.   A method according to claim 1 where said initial period of treatment is
the time required to achieve a steady-state plasma concentration of said therapeutic
compound.

3.   A method according to claim 1 where p-erk levels are assessed by
immunohistochemical methods.

4.   A method according to claim 1 where said p-erk levels are assessed by
comparing the distribution of total erk between nucleus and cytoplasmic
compartments of the tumor cell.

5.   A method according to claim 1 where said tumor also expresses erbB2.

6.   A method according to claim 1 where said tumor over-expresses EGFR
or erbB2.

7.   A method according to claim 1 where said solid tumor is an epithelial
tumor.

8.   A method according to claim 1 where said tumor is selected from breast, ovarian, colon, head and neck, bladder, renal cell and lung tumors.

9.   A method according to claim 1 where said therapeutic agent is a dual EGFR/erbB2 inhibitor.

10.   A method according to claim 1 where said therapeutic agent is GW572016.

11.   A method according to claim 1 where said therapeutic agent is GW572016 and said initial treatment period is from about 14 days to about 28 days.

12.   A method according to claim 1, further comprising determining the level of pAKT in said tumor pre-treatment and after the initial period of treatment.

13.   A method according to claim 1, further comprising determining the level of cyclin D1 in said tumor pre-treatment and after the initial period of treatment.

14.   In a human subject in need of treatment with a therapeutic compound for an erbB2-expressing solid tumor, a method to assess whether the subject is likely to exhibit a favorable clinical response to said treatment, comprising:

    (a)   determining the pre-treatment level of pERK in said tumor;

    (b)   administering a therapeutically effective amount of an agent selected from an EGFR inhibitor, an erbB2 inhibitor, and a dual EGFR/erbB2 inhibitor; and

    (c)   determining the level of pERK in said tumor after an initial period of treatment with said therapeutic agent,

where a decrease in the pERK level indicates said subject is more likely to exhibit a favorable clinical response to treatment with said therapeutic agent, compared to a subject with no change or an increase in pERK levels.

15.   A method according to claim 1 where said initial period of treatment is
the time required to achieve a steady-state plasma concentration of said therapeutic
compound.

16.   A method according to claim 1 where p-erk levels are assessed by
immunohistochemical methods.

17.   A method according to claim 1 where said p-erk levels are assessed by
comparing the distribution of total erk between nucleus and cytoplasmic
compartments of the tumor cell.

18.   A method according to claim 1 where said tumor also expresses EGFR.

19.   A method according to claim 1 where said tumor over-expresses EGFR
or erbB2.

20.   A method according to claim 1 where said solid tumor is an epithelial
tumor.

21.   A method according to claim 1 where said tumor is selected from
breast, ovarian, colon, head and neck, bladder, renal cell and lung tumors.

22.   A method according to claim 1 where said therapeutic agent is a dual
EGFR/erbB2 inhibitor.

23.   A method according to claim 1 where said therapeutic agent is
GW572016.

24.   A method according to claim 1 where said therapeutic agent is
GW572016 and said initial treatment period is from about 14 days to about 28 days.

25.   A method according to claim 1, further comprising determining the
level of pAKT in said tumor pre-treatment and after the initial period of treatment.

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26.   A method according to claim 1, further comprising determining the
level of cyclin D1 in said tumor pre-treatment and after the initial period of treatment.